

# MANUFACTURING EXTENSION PARTNERSHIP

## Success Stories from the Field

### Coon Manufacturing

Missouri Enterprise

#### Coon Manufacturing Revises Website And Increases Sales

##### Client Profile:

Coon Manufacturing was founded as a fabricator of livestock trailers and other products for the agricultural industry. The company began experimenting with the use of recyclable plastic waste to produce feeders and corrugated and flat sheeting materials. It also created dies and molds to extrude or mold plastics for custom design. Coon has developed many new products and has extended its target markets beyond agriculture. Located in Spikard, Missouri, the company has about 20 employees and a 20,000 square foot manufacturing space.

##### Situation:

Coon Manufacturing wanted to upgrade the company website; internet search engines couldn't locate it, and the site included outdated products. The company had worked with Missouri Enterprise, a NIST MEP network affiliate, in the past and turned to the organization again for upgrade assistance.

##### Solution:

Missouri Enterprise and Coon Manufacturing developed a site map, which included a general page and pages for several of the company's proprietary products. They also created a page describing Coon's contract molding capability. Missouri Enterprise helped Coon design a common look for all the pages, and then wrote copy to communicate the corporate message to new clients. Missouri Enterprise helped Coon move its site to a different host and gave it a better position for location by search engines.

Now, Coon Manufacturing's website has a new look and functionality. Coon's meta tags draw high rankings from many of the internet's prominent search engines. The company is using the site daily to provide potential customers with key information about its products.

##### Results:

Retained approximately \$300,000 in sales this year.

Saved 4 jobs.

Added 2 additional employees to meet increased demand.

Planning a \$100,000 investment in capital equipment.

##### Testimonial:

"Since Missouri Enterprise updated our website, we have received many more

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inquiries about our products, with people commenting that they found us on the internet. Sales, as well as new ideas for end uses for our products, have blossomed, especially on our less popular items.”

Bill Coon, Owner